

»»» 2021-2022

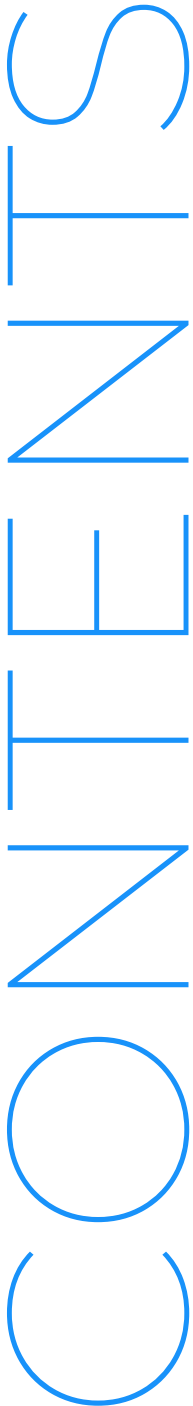
# CITANZ ANNUAL REPORT



CITANZ



# Table of Contents



01-02.

President's Letter

03.

2021-2022 Highlights

04.

Our Mission

05.

CITANZ Governance

06.

Finance

7-9.

2021-2022 Initiatives

10-11.

Marketing & Comms

12-14.

Programme & Events

15-16.

Branch Update

17.

Roadmap

18.

Focus for 2022/2023

Dear Members, Supporters, Colleagues and Friends,

Greetings from your president on behalf of the CITANZ committee and working group! What a wonderful year! The border of New Zealand opens again and the traffic light system has been removed officially which means we will be able to welcome more newcomers into the community and we will meet in person more often. COVID made our life and work very tough in the last two years though it did generate some new opportunities for us in the IT industry. Despite the changes in the global economy, I still strongly believe that information and technology are the future and we will all benefit from the high-speed development of IT.

CITA is 6 years old now since our very first meetup back in Sep 2016. What a fantastic journey! Over the last year, I have had the privilege and honour to serve as the President of CITANZ. Now I would like to take this opportunity to reflect on the remarkable achievements we have had in the last year.

I was very proud of never missing one of our monthly meetups, but I

won't cite it anymore since we're having meetups across the islands.

Now our Auckland branch and Christchurch branch are also hosting meetups which will bring our meetup delivery to a new level. The growth of our Christchurch branch was super fast with the big support from the local Chinese IT community, and 6 meetups/events delivered by our Christchurch team which is fantastic. No doubt that more events will come in the coming year given the pandemic is fading. I cannot wait to meet with you all in person.

A big kudos to our BD & Marketing team. Now CITA has 678 followers on LinkedIn and 917 followers on meetup.com and 182 followers on Youtube. If you're not our social media follower yet, please do it now to receive our latest news and posts and don't forget to share our great news with your friends. Another great job done by the team is now CITA has two official sponsors: Kola Tech as CITA's first Gold sponsor and Alibaba Cloud as our first Silver sponsor. I'm so excited to see the big support from the industry partners and I'm confident that the collaboration between CITA and those sponsors will drive and build a better Chinese IT community in New Zealand.

As you all can feel last year, the IT job market was as hot as lava. A lot of referral opportunities were published internally with some of successful referrals. I believe nobody disagrees that IT will still be the most promising industry and more and more opportunities will arise. Let's keep collaborating and sharing opportunities within the community to thrive.

Our Member/Operation team is a legend. We cannot get our newsletters and LinkedIn posts without their hard work. Our second CITANZ certification challenge was very successful, 12 CITA members got their certifications across different levels and awards from CITA. What a great programme!

Another new programme worth highlighting is the CITA mentorship programme. It is extremely

successful and we have got so much positive feedback and no doubt we will continue it as a regular programme to serve more members.

Again, CITANZ is all about our members. Everything we do is designed to help our members to connect, grow and get more opportunities in the New Zealand IT industry. That's where we stand. I would like to take this opportunity to say THANK YOU to our members for your long-term support.

Serving as CITANZ President has been the greatest honour of my professional life. I am privileged to have held the position and look forward to serving society in the years ahead. Furthermore, I look forward to having all of you with us over the next journey to explore exciting new ways to advance our community's reach and significance in New Zealand.

Best Regards,



Feilong Wang  
President of CITANZ





# 2021-2022 HIGHLIGHTS

Compared with last year

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Members

162

↑6%



LinkedIn Followers

678

↑69%



Meet-up Followers

917

↑79%



YouTube Followers

182

↑298%

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**1st** Membership programme launched

**1st** Gold Sponsor Koala Technology onboarded

**3** Branches: Wellington (HQ), Christchurch, Auckland

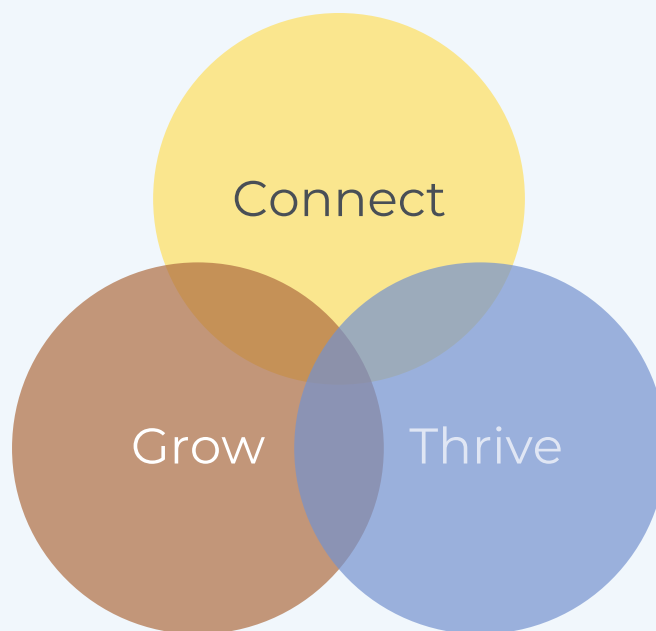
**12** Members completed CITANZ certificate challenges

**2.0** Membership v2.0 and Membership renewal process

# OUR MISSION

Our mission is to foster the professional development of Chinese IT professionals across New Zealand. We aim to prepare them with the skills, knowledge, and professional and social connections they need to achieve their own aspirations.

## Our Core Pillars



Our long-term vision is to build a reciprocal community for Chinese IT professionals.





# CITANZ GOVERNANCE

## Committee member



Feilong Wang  
President



Alex Li  
Secretary



Emma Zhang  
Treasurer



Jessie Dong  
Membership

## Our working group members:



Xiaodi Yan



Peng Xia



Leo Chen



Qiannan Lyu



Ellen Zhang



Kelly Hou



Sophie Chen

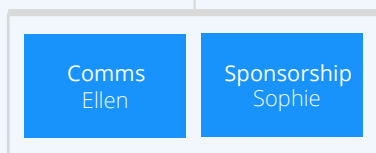
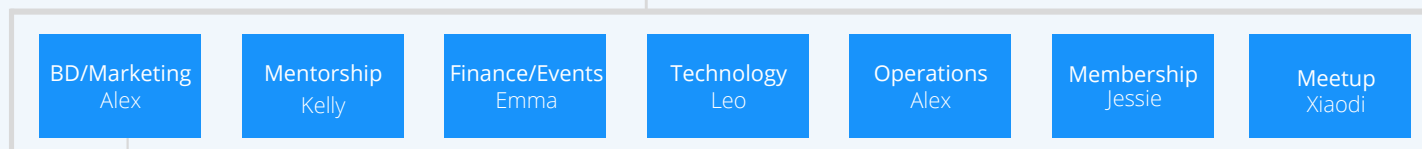
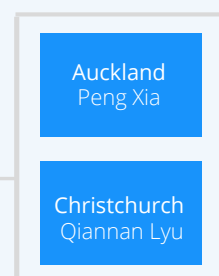
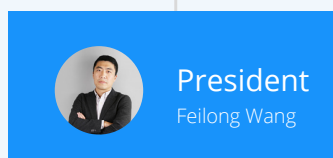


Veronica Zhang



Guo Chen

## Our organisation structure



# FINANCE

Key staff: Emma

For the annual report period 1/07/2021 - 31/06/2022:

Total Revenue

**\$11,659**

Total Expense

**\$9,572**

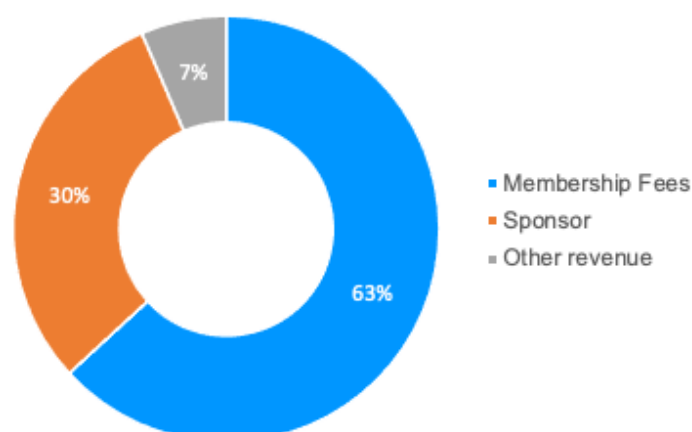
Net Profit

**\$2,087**

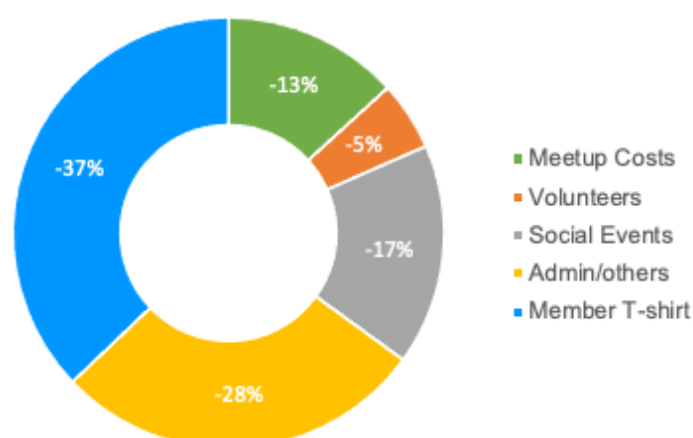
## Income statement

01/07/2020-30/06/2022	NZ\$
Membership Fees	7,366
Sponsor	3,539
Other revenue	755
<b>Total Opeating Revenue</b>	<b>11,659</b>
Meetup Costs	(1,267)
Volunteers	(495)
Social Events	(1,589)
Admin/others	(2,668)
Member T-shirt	(3,553)
<b>Total Opeating Expense</b>	<b>(9,572)</b>
<b>Net Profit</b>	<b>2,087</b>

Revenue



Expense







# 2021-2022 Initiatives

Mentorship Programme

Business Development

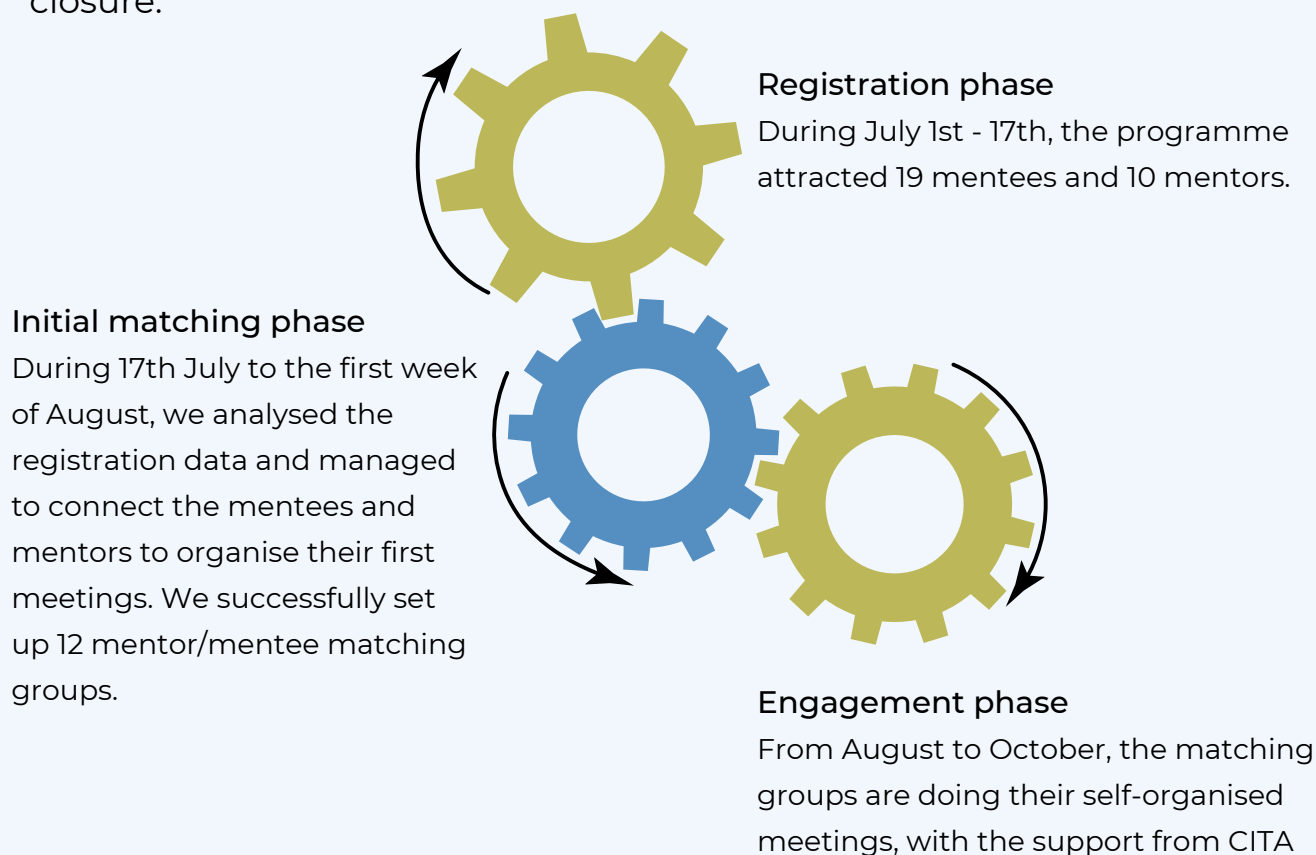
Membership v2.0



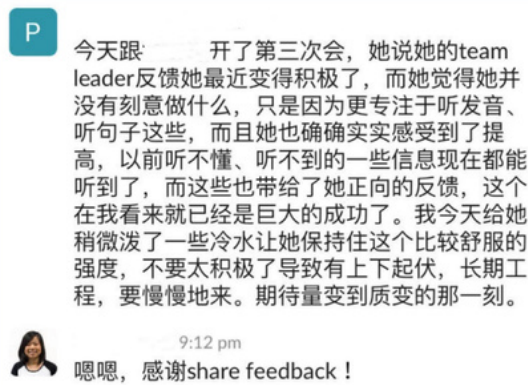
# MENTORSHIP PROGRAMME

Key staff: Kelly

We kicked off our first mentorship programme in June 2022, with the mentorship process and resources publicly shared with our membership group. The program is designed to be carried out in multiple steps: registration, initial matching, mentoring in progress and program closure.



The program has received very positive feedback from both mentors and mentees.





# BUSINESS DEVELOPMENT

Key staff: Alex & Sophie

Highlights for the sponsorship work:

- established CITA's sponsorship framework and onboarding process
- onboarded our first Gold Sponsor Koala Technology to support the growth of Christchurch's IT community
- signed up our first Silver Sponsor Alibaba Cloud and registered as a vendor in their system
- engaged with Hou Garden and AirClass Kids for further sponsorship and collaboration

Gold Sponsor

## KOALA TECH

Silver Sponsor (approved in principle)

## Alibaba Cloud

Expressed Interest



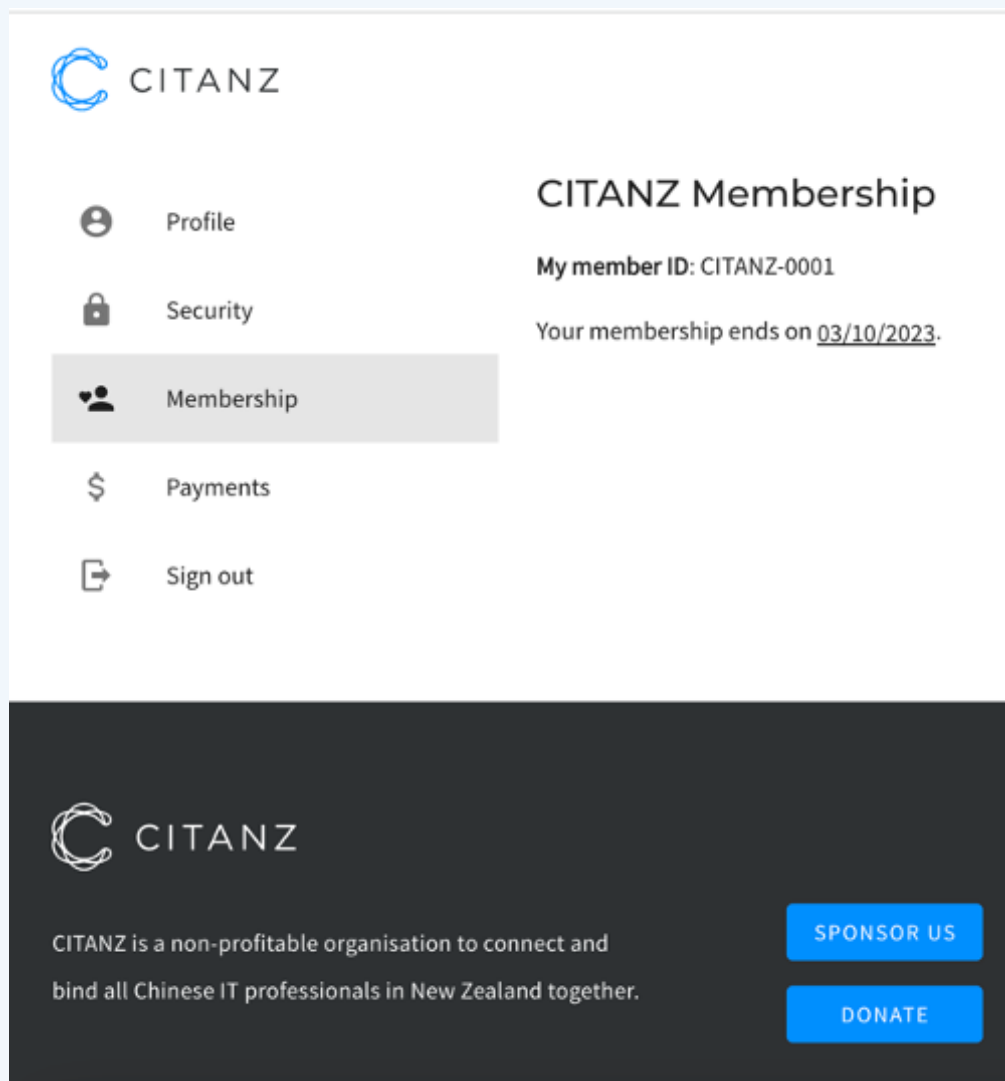
Thank you to all our sponsors!

# MEMBERSHIP 2.0

Key staff: Leo Chen

## Membership v2.0 and Membership renewal process

Since the major development of our membership portal, we have seen a massive productivity uplift from last year. The new member renewal automation saves us a significant amount of time, and the user experience has been smooth and frictionless. The upgrade is highly appreciated by our members. Massive shout to Leo Chen's hard work.







# Marketing & Comms

LinkedIn

Newsletter

YouTube



# MARKETING & COMMS

Key staff: Ellen & Alex



29 LinkedIn posts published

678 LinkedIn followers, 69% growth from last year

42,115 impressions during the past 365 days

## Highlights

Data for 10/11/2021 - 10/10/2022

637

Reactions

▲1,576.3%

25

Comments

▲733.3%

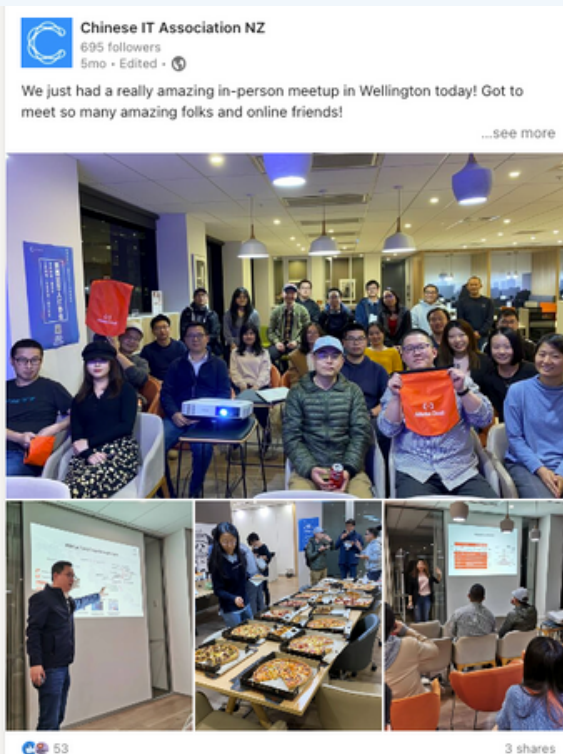
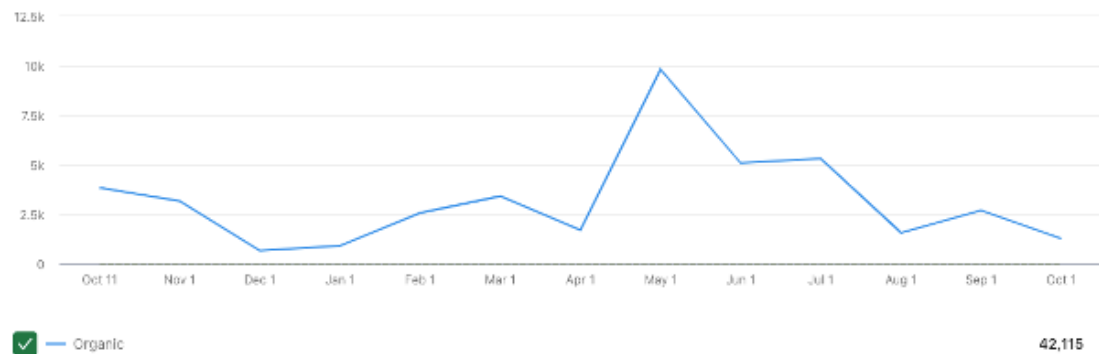
73

Shares

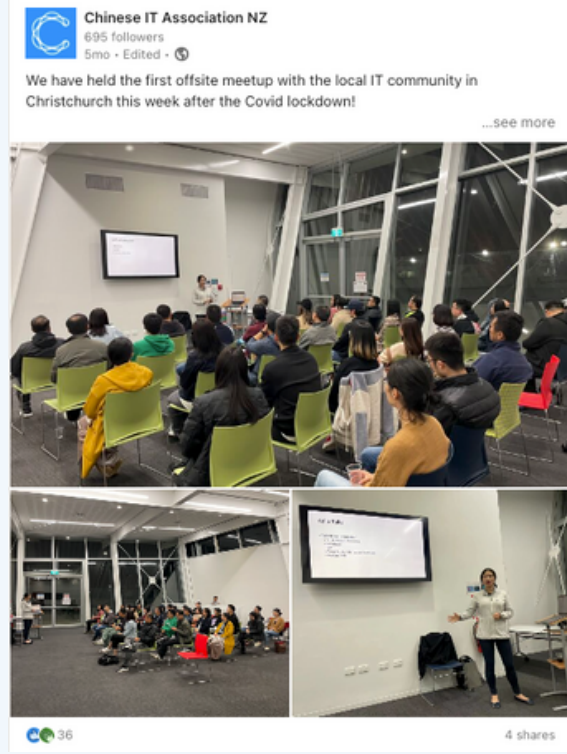
▲942.9%

## Metrics

Impressions ▾



17 May 2022 Alibaba Cloud Sharing



06 May 2022 Christchurch first offline meetup

# MARKETING & COMMS

Key staff: Ellen & Alex



12 Newsletter sent to our members (scheduled monthly)

70-80% average viewing rate

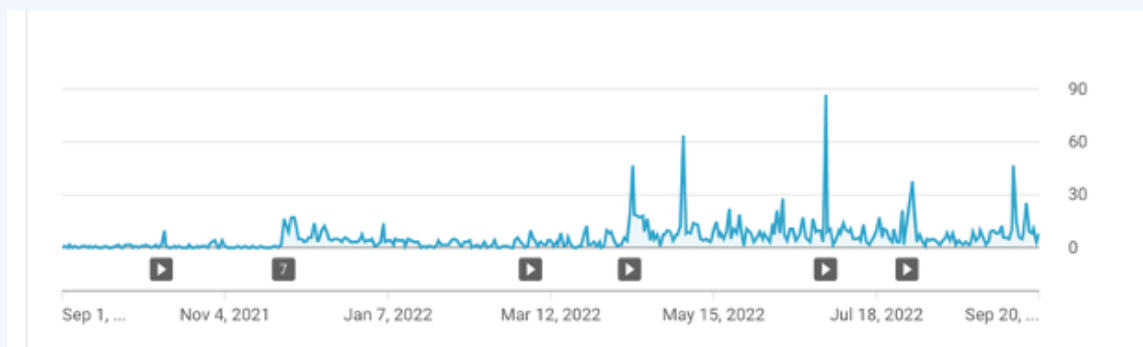
Newsletters carry rich content, including greetings, meet-up news, casual social events, certificate challenges etc.



182 Subscribers (282% increase from last year)

2,200 views

288.7 total watching hours



## Your top content in this period

Content		Average view duration	Views
1	 20211126 新西兰IT招聘市场薪资&职位浅谈 Nov 28, 2021	9:05 (7.4%)	1,064
2	 20220316 CITA 暨基督城华人 IT 社区首次 Meetup Apr 12, 2022	9:41 (8.2%)	204
3	 20210729 新西兰与中国IT环境大不同——码农在新务工图鉴 Nov 28, 2021	8:44 (12.9%)	136
4	 自然语言处理与目前进展 (深度学习) May 10, 2019	5:45 (6.7%)	108
5	 20220728 “接地气”的DDD实战指南 - 杨中科 Jul 31, 2022	5:00 (8.0%)	81



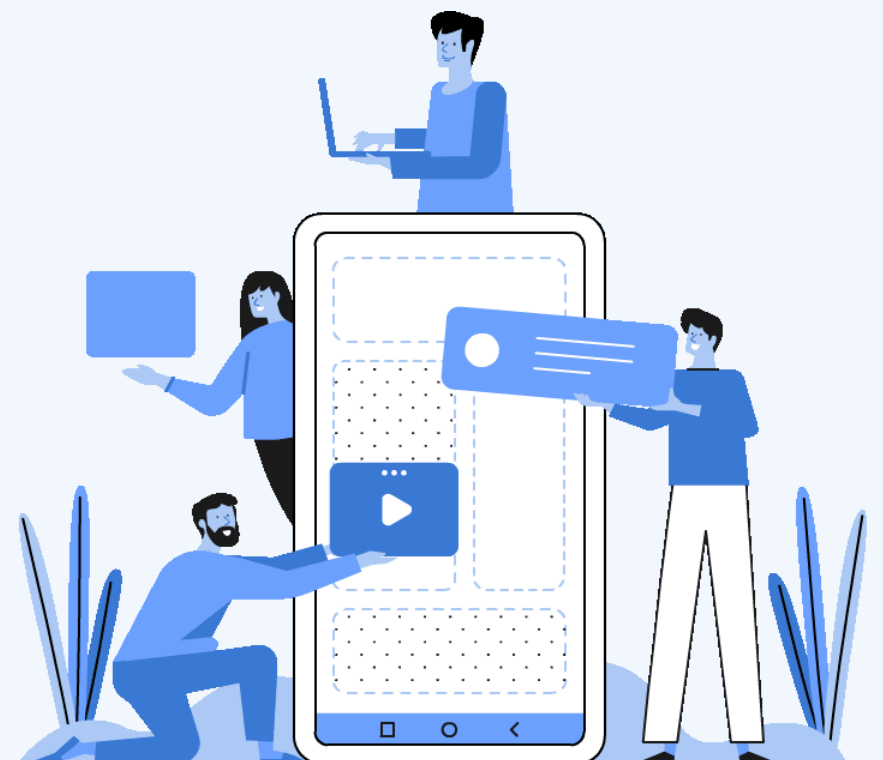
# Programmes & Events

Meetups

Social Events

Group Purchase

Certificate Challenge





# MEETUPS

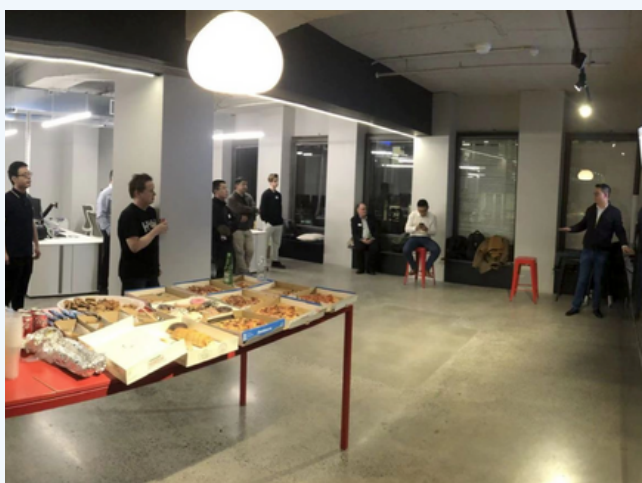
Key staff: Xiaodi & Qiannan Lyu & Peng Xia

A wide range of topics was covered, such as job hunting, Web3, AI, career development, leadership, big data, Domain Driven Design, .NET, Cloud computing, mentorship, etc. 500+ attendees joined.

## Highlights:

- Organised **15 meetup** events
- Attracted **500+ attendees**
- Launched **6 meetups** in Christchurch with the local IT professionals
- Our YouTube channel publishes presentation recordings regularly. Now we have **182 subscribers**
- Diversified meet-up forms by inviting members and external experts for speeches and organised a panel talk.
- More topics around leadership, mentorship, and career path development.
- Experimented with hybrid delivery for meetup events
- Purchased devices for better live-streaming experiences

Meetup events in Wellington, Christchurch and Auckland



# MEMBER SOCIAL EVENTS

Key staff: Emma & Jessie

## Highlights:

- In May 2022, we organised a group purchase to celebrate the Dragon Boat Festival.
- In June 2022, we organised a CITANZ family social event in Upper Hutt, and more than **30 members** and their family members attended.



# CERTIFICATE CHALLENGE

Key staff: Emma & Jessie

We have successfully organised our second Certificate Challenge event and its award ceremony.

After being validated by the CITA working group, **12 members** have successfully completed the Certificate Challenge this year. Among all of the participants, 3 received advanced-level certificates, 3 received intermediate-level certificates, 2 received entry-level certificates and 3 received participation gifts.

A collection of certificates that our members have received for this year:





# AUCKLAND UPDATE

KEY STAFF: PENG XIA



## Highlights

- During 2021-2022, our Auckland branch now has 32 CITANZ members. Due to COVID, we organised an in-person communal meal, one small-scale carnival, and an online meetup co-hosted by Wellington HQ.
- 30/06/2022 - Collaborate with AliCloud for AKL first offline meet-up post COVID (32 people registered and 20 attended).

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## Upcoming events

We are planning to have an offline member gathering in October or November

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## Future plans

We hope to promote our vision to the Chinese IT community in Auckland and increase our brand awareness. We'd like to have more people engaged in our events even if they are not our members. We would encourage more people to join us as volunteers or working groups to advance our capability.

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## Acknowledgement

We highly appreciate our event partner, Auckland HouGarden. They provided us with venues, catering, photographers and professional MC for our offline meetups.







# CHRISTCHURCH UPDATE

KEY STAFF: QIANNAN LYU

## Highlights

- Introduced Kola Tech as our first Gold sponsor
- Registered Halswell Library as our regular onsite meetup venue
- Established Christchurch local organiser group (including Jay Fu, Honghong Su, and Andrew Liu) and the volunteer group for supporting Christchurch events
- Successfully organised 3 offline coffee, 2 online meetups, 4 offline meetups

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## Upcoming events

Group sessions and in-person family events.

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## Quote from Jay Fu - Christchurch event organiser

*"The world has been navigating differently in the last couple of years due to the pandemic. Despite many disruptions and lockdowns, the CITA Christchurch branch had a fantastic year of 2021-2022. We partnered with local leaders and started planning our first event in July 2021. Alongside the gold sponsorship from Kola Technology, we have successfully hosted five in-person and two online events to date, and three more are in the pipeline!"*

*Though CITA has 15 official members in Christchurch, we are part of a prominent local community of more than 300 members. And all our events are open to all community members. The major events we had so far all had over 50 members showing up, plus an enormous online audience from Christchurch and other cities in New Zealand.*

*Huge thanks to our organisers and volunteers, our sponsor Kola Tech, and the great community. We are grateful for and proud of everything and hope we can keep contributing to the IT community and bring more value to society."*

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## Acknowledgement

Huge thanks to our organisers and volunteers, as well as our sponsor Kola Tech.

# KOLA TECH

# ROADMAP

With almost four years' journey, we can clearly see the value of this organisation. We are very positive and confident that everyone engaged in this community will eventually benefit in different ways. The community has been proved with a solid foundation based on our members' positive feedback and tremendous support. Therefore, we are motivated to think CITANZ in a more extensive blueprint for the next five years.



## Milestone 1

CITANZ will be the No.1 Chinese IT organisation across New Zealand.

## Milestone 2

CITANZ will be more sustainable by hiring part-time or full-time employees to support our new programmes and BAU activities.



## Milestone 3

CITANZ will cover major cities in New Zealand, such as Auckland and Christchurch and keep expanding our footprints

# FOCUS FOR 2022-2023

For the next year, CITA will focus on improving our services to deliver better experience and benefits for our members, which includes:

01

## Membership

Growing to 200+ members

02

## Sponsorship

Having 4 (100%+ YoY) active sponsors from the IT industry across NZ

03

## Revenue

Increasing our operational revenue to 20,000 NZD



# ACKNOWLEDGEMENT

Thanks all for your contribution



Feilong Wang



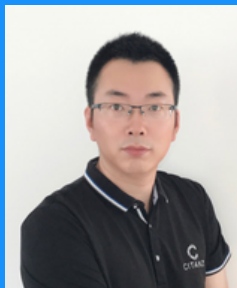
Alex Li



Emma Zhang



Jessie Dong



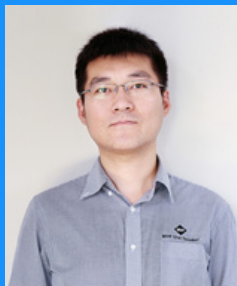
Peng Xia



Kelly Hou



Leo Chen



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Sophie Chen



Ellen Zhang



Veronica Zhang



Qiannan Lyu